



Analysis of Theoretical Approaches to the Concept, Nature and History of Gonzo-Journalism in the Modern Media Space

Dilrabo Egamberdiyeva

Uzbekistan

Abstract

The purpose of the study is to research the history of the "new journalism" direction, which is the foundation for the formation of gonzo-journalism in US journalism, the emergence of the gonzo-journalism style, its uniqueness, an analytical-critical study of its activities today, to answer questions about why gonzo-reportages are not popular, its news- is to analyze the psychological effect.

Keywords: modern media, gonzo journalism, inquiry, traditional journalism.

People today cannot imagine their daily life without information or news. In the modern media space, the audience receives a huge amount of information every day. Digital technologies, which have rapidly entered our lives, have accelerated processes and relations in the field of information. Now everyone is becoming not only a consumer of information, but also a participant in social relations as a source of information distribution. At the current stage of the information society, as a result of the rapid dissemination of information, striving to be the first source of information, and attempts to attract a larger audience, we cannot say that correct and impartial information is always presented to the society. In this regard, the question of the social responsibility of each source disseminating information in the system of information relations to the society remains under question. "This requires not only professional knowledge and skills, life experience, a sense of responsibility for one's word, but also a high civic position and moral courage" - said the Republic of Uzbekistan. President Shavkat Mirziyoyev in his lectures.

"In the intense 21st century in which we live today, the processes of globalization, which are entering our lives at a rapid pace, the mass media and journalists of Uzbekistan have a great goal to build a democratic state and a strong civil society. the verse sets important, urgent tasks and demands." In fact, we observe current events, events, burning topics in the world first through mass media and social networks. In this regard, principles such as promptness, impartiality, and accuracy in conveying information to the audience are of primary importance. Internet platforms have become an integral part of our lives as a space for receiving and distributing information. The global network, the phenomenon of globalization has also changed the essence of the concepts of information and mass media. Indeed, the Internet has introduced new forms and methods in the work of journalists. In this regard, one more aspect of the problem should not be neglected; first of all, the Internet is a source of information that is clear and unclear. Secondly, in this global network, the audience acts as both a consumer of information and a distributor of information. He has collected a lot of sources and addresses.

It is not wrong to say that nowadays the audience is fed up with "consuming" the same information. Various methods and forms of information transmission are being studied as a new phenomenon in the modern media space. This is becoming the main factor of responsibility towards the audience, as well as being the first and unusual source of information in the media space. One such method of information transmission is undoubtedly gonzo-journalism.



The 1960s were a turbulent time in American history. This decade was a public demonstration of the younger generation against the social norms and conservatism established by the older generation, the popularization of the "hippie" subculture among teenagers, mass protest among students against the participation of the United States in the war company in Vietnam, the emergence of riots and the entry into the political arena of figures like Kennedy and Nixon. is distinguished by its penetration. These events spurred the emergence of a new voice and a new direction in journalism, which is the harbinger of the truth, as well as in all areas of the country.

In the 1960s and 1970s, inspired by the spirit of the "McCracker" era, the direction of "new journalism" emerged in the USA, and it became an important phenomenon in journalism and prose. This direction, which appeared at the intersection of journalism and literature, was a voice of protest against the literary environment that was chasing after sensation in the American press at that time and was losing its prestige more and more. Its main goal was to enrich journalism with literary and artistic methods and strengthen its social role.

Before analyzing the origin of "New Journalism" and its unique features from other genres, let's find out what "New Journalism" is and how experts define it. In the Wikipedia dictionary, "new journalism" is a term applied to the press style in America in the 1960s and 70s, and it is defined as a technique of writing articles in an alternative form. When asked what alternative mass media is, Russian researcher Svetlana Marich said, "It is the activity of creating new styles and genres, as well as developing new forms of delivery of materials, which reflects the free conceptual creativity of individuals and small social groups. This type of media relies on new ideas, media skills and experience," he explains. American Professor Joe n Hellman explains "New Journalism" as follows: "I think it is correct to look at "New Journalism" as a literary genre. After all, "new journalism" has an aesthetic form and purpose oriented to the psyche and spirituality, just like a fantastic work (fiction) based on imaginary and real facts. John Hellman's description of the "new journalism" as a work of fiction is logical, but it is a paradox. Because in many samples written in this direction, it is possible to observe a combination of fiction and live reports. Therefore, it is correct to look at "new journalism" as a literary experiment in journalism with form, style, language and content.

Russian researcher Alexey Drozhin describes the "new journalism" that caused a real revolution in American prose: "a neo-humanist information model aimed at correcting the minds of the mass audience in order to create positive thinking in people." Also, "New Journalism" implies high respect for the human being, his dignity, respect for the right to life, free development, and the pursuit of happiness. One of its main goals is to develop a highly spiritual person who determines his own destiny and is capable of social creation.

Summarizing the above views, "new journalism" is an alternative form of information. It does not reflect the position of the state structure or private organizations. It provides an alternative way to write not only traditional newspaper and magazine articles, but also long-form essays, op-eds, and other journalistic materials.

"New journalism" is a very interesting and uncertain phenomenon. Since its inception, critics have begun to study it, but they still have not been able to come to a clear conclusion about when it came into being and what criteria should be set for it. Sometimes "new journalism" is confused with the "new journalism" founded by American journalist Joseph Pulitzer and media mogul Randall Horst in the 1980s and 1990s. Indeed, Pulitzer and Hearst pioneered the field by bringing the concept of the "Yellow Press" to journalism. "These two people, especially Pulitzer, made a great contribution to the emergence of the new era press in the USA. Joseph Pulitzer made the Sunday world the most profitable newspaper of the week. The newspaper presented its readers with special internal applications dedicated to women, newspaper readers of different ages and sports fans. Sensation, sensationalism, color comics, celebrity headlines, and basically any means



of grabbing the attention of newsreaders was the hallmark of journalism founded by Pulitzer and Hirst. For this reason, the term "noisy journalism" is more suitable for it. "New journalism" is associated with the name and work of the American journalist Tom Wolfe.

"New journalism" is a way of writing news using literary styles considered unconventional for journalism. In 1963, the first article written in the spirit of "new journalism" and expressing Tom Wolfe's ideological and ideological views was published in "Esquire" magazine. According to some sources, Tom Wolfe had a hard time writing this article about modern cars. He doesn't like what he wrote. In the end, he sends his thoughts to the editor in the form of an unusual, punctuated, car-imitation style. Although the letter is based on sounds, Woolf's discovery appeals to the editor, who shortens the title of the material to "The Kandy-Colored Tangerine-Flake Streamline Baby." This very article in "Esquire" magazine is the first example of creativity in "new journalism".

"New journalism" expressed a sarcastic attitude towards the sincerity of the values and traditions already legitimized in the USA overtly or covertly under the influence of the historical processes of that time, the spirit of protest in society, and at the same time protest against the literary environment. In his book "New Journalism Anthology", Tom Wolfe explains why "new journalism" caused an "explosion" in the field: "In the 1940s and 1950s, the "American dream" of writing a novel was awakened among writers. At that time, novels became not only a literary genre, but also a psychological phenomenon. Journalists also wanted to write their material in the form of novels out of respect for great novelists. They believed that the true and most reliable image of that time can be shown only based on artistic texture and fantasy. The manifestations of "New Journalism" are literary in conveying information although he used a mixture of horse and journalistic techniques; he denied distorting the truth in his account of events. They emphasized that in-depth study of facts in real life is an aspect that ensures objectivity in the preparation of "bellitristic" reports. At that time, the materials of the "new journalism" direction in the press were primarily intended for an elite audience, and were rarely addressed to ordinary readers.

1972 Birth of New Journalism in New York Magazine; The article titled "The Witness Tom Wolf Report" will be published. In it, Tom Wolfe argues that the "new journalism" was a kind of revolutionary change in the literary environment, that it arose as a new form that applied to both fiction and journalism: "I know that everything they want to write for newspapers and magazines will cause such chaos, panic in the literary world. , they did not even imagine the emergence of a completely new direction in American journalism in half a century... However, this event happened, and long personal essays included in the series of "new journalism" changed the direction of movement of the American press and literary and artistic environment.

"New journalism" as a phenomenon is associated with the name and work of publicists such as Thomas Wolfe, Jimmy Breislin, Guy Taliz, Norman Mailer, Truman Capote. Because these creators are unable to fulfill the tasks set before them by traditional journalism in covering the event, they start writing articles that convey the facts in artistic ways, but are characterized by a journalistic approach. In fact, the first task of the representatives of "new journalism" was to enrich modern journalism with fiction in terms of form and style, as well as to use literary methods in journalistic texts. However, according to critics, the greatest achievement of the representatives of "new journalism" at that time was not that they used literary methods in their articles, but that they achieved scientific recognition with the new trends they founded.

Literature:

1. Wolfe T. // The Birth of 'The New Journalism'; Eyewitness Report by Tom Wolfe//. "New York Magazine"-1972 /14 February.(<http://nymag.com/news/media/47353/>).



2. “The birth of a” new journalism “; Report of an eyewitness Tom Wolfe ” // “New York Magazine”.-1972.- №6.
3. Vulf T. “Wall Street Journal”.NY., 2002./ №22.
4. Thompson H. //The Kentucky Derby is Decadent and Depraved” // “Scanlan’s Monthly”. – 1970.№6.